



# WHOLESALE PLAYBOOK

The next steps you need to take in order to successfully start and thrive in your wholesale business

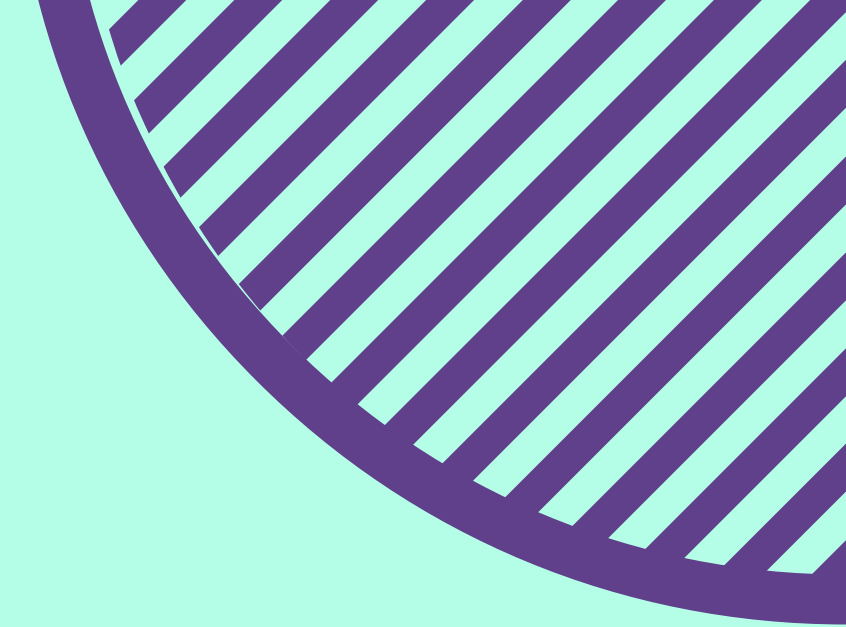
The Rep Academy

Presented by Diana Barbiani



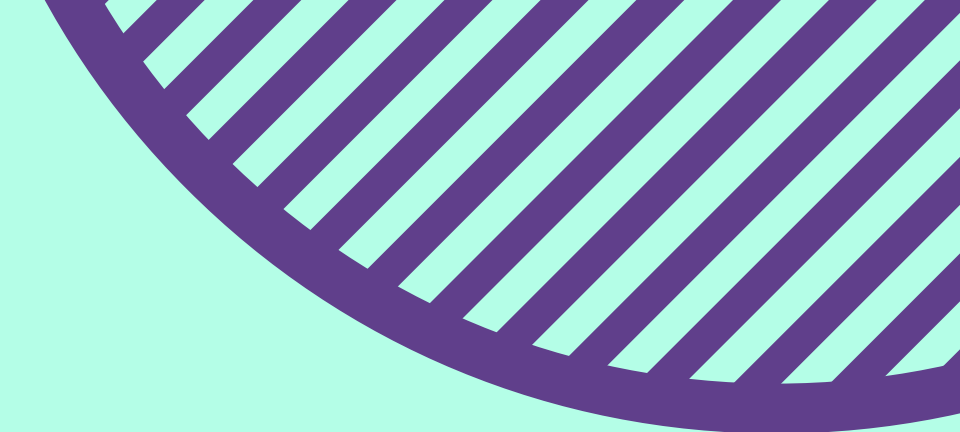
1. Identify and build a prospects list





**2. Identify points of contact by name + email address + phone number + social media handles**





**3. Create an intro email  
(company info, logo and links, as well  
as product photos, include the link to a  
wholesale page on your site)**





4. Create an elevator pitch for to be used if conducting business over the phone





**5. Create a follow-up email that will go out  
1 week after the intro email**





6. Design a line sheet (simple 1-page presentation with your company info, logo and links, as well as product photos, specs, minimum order quantity, pricing, and lead time)



# Timeline:

1. Send an **intro email**
2. Follow up with a call and use your **elevator pitch**.
3. If needed, call again. Do not leave a voicemail.
4. Once they answer email or call, go into your elevator pitch and give a short synopsis regarding your mission and product
5. Be sure to use **Call To Action** after the elevator pitch



**Happy  
selling!**

